## **ORDER**

Orders Order / Rev: 105002 Alt Order #: 06837952 Product Desc: **OBAMA FOR AMERICA** Estimate: 1536 KSNV Flight Dates: 09/04/12 - 09/10/12 Primary AE: Amy McCreary Original Date / Rev: 08/01/12 / 08/30/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Obama for America Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC01-Democrat Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan
Start Date End Date

.08/27/12.

Revenue Codes: POLITICAL/AGY, PCAN, GEN

# Spots Gross Amount

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Agency External ID:

Totals				
Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	111	\$38,725.00	\$32,916.25	0.00~
Totals	111	\$38,725,00	\$32,916,25	0.00

## **Account Executives**

09/10/12

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

\$38,725,00-

Net Amount

\$32,916,25---

Order Share	Share	Total
KSNV	30%	\$38,725.00
Market	100%	\$129,083.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$33,561.67
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	19%	\$24,525.83
KTUD	1%	\$1,290.83
KVVU	20%	\$25,816.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$5,163.33

E 1 KSNV 09/04/12 09/10/12 M-F 5-6a WakeUp w/WagM 5-6a MTWTF :30 5 \$185.002 0.00 NM 5 \$925.00 M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/04/12 09/10/12 MTWTF 5 \$185.00 0.00	<u>L</u> n	Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
Start Date End Date Weekdays Spots/Week Rate Rating					M-F 5-6a WakeUp v	_		MTWTF	:30	5	\$185.002	0.00 NM	5	\$925.00
100 L coloration and the coloration in the color		WAKE L	JP WITH T	THE WAGI	NERS									
	W													

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KSNV

Order / Rev:

105002

Advertiser:

Obama for America

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OBAMA FOR AMERICA

Flight Dates:

09/04/12 - 09/10/12

Estimate:

1536

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Ln (		lart	End	Inventory Code		Start/End T		Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
E 1 k	KSNV 09/	/04/12	2 09/10/12	M-F 5-6a WakeU M-F 5-6a WakeU	, .	5-6a	MTWTF	:30	5	\$185.002	0.00 NM	5	\$925.00
W			THE WAG										
Wee	<u>Start Da</u> ek: 09/0 <b>4</b> /1	_	End Date 09/10/12	<u>Weekdays</u> MTWTF~~	Spots/Week 5	<u>Rate</u> \$185.00	Rating 0.00						
E 2 k	KSNV 09/	/04/12	2 09/10/12	M-F 6-7a WakeU M-F 6-7a WakeU		6-7a	MTWTF	:30	5	\$450.002	0.00 <b>NM</b>	5	\$2,250.00
W	VAKE UP V	NITH	THE WAG		p wwwagners						1		
We	<u>Start Da</u> ek: 09/04/1		End Date 09/10/12	<u>Weekdays</u> MTWTF~~	Spots/Week 5	<u>Rate</u> \$450.00	Rating 0.00						
				Today Show	СМ	658a-9am	MTWTF	:30	5	\$550.002	0.00 NM	, 5	\$2,750.00
т	ODAY SH	WC		Today Show									•
	Start Da		End Date	Weekdays	Spots/Week	Rate	Rating						
Wee	ek: 09/04/1		09/10/12	MTWTF	5	\$550.00	0.00						
E4 F	KSNV 09/	08/12	2 09/08/12	News 3 Sunrise -		6a-7a	S-	:30	1	\$125.004	0,00 NM	1	\$125.00
N	IEWS 3 AT	SÜN	IRISE	News 3 Sunrise S	SATURDAY								
	Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	ek: 09/03/1		09/09/12	S-	1	\$125.00	0.00						
E 5 M	KSNV 09/	08/12	2 09/08/12	Saturday Today Saturday Today	CM	7a-9am	5-	:30	1	\$150.004	0.00 NM	1	\$150,00
S	ATURDAY	TOD	AY	Saturday 10day							l		
	Start Da	ate	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
P	ek: 09/03/1		09/09/12	S-	1	\$150.00	0.00			.,			
ь б M	KSNV 09/	09/12	2 09/09/12	News 3 Sunrise - News-3-Sunrise 6		6a-7a	S	:30	1	\$90.004	0.00 NM	1	\$90.00
N	EWS 3 AT	SUN	IRISE	14CW3 O Daimise C	JONDAI								
	Start Da		End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	ek: 09/03/1		09/09/12	Sandar T. I	1	\$90.00	0.00						
E/ r	(SNV 09/	09/12	2 09/09/12	Sunday Today Sunday Today	СМ	7a-8am	S	:30	1	\$150.004	0.00 NM	1	\$150.00
T	ODAY ON	SUN	DAY	camasy rousy									
14.	Start Da		End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	ek: 09/03/1		09/09/12	Meet the Press	1 CM	\$150.00 8a-9am	0.00	.20		£4.000.000	0.00.104		44 000 00
LOI	(3)110 03/	03/12	2 09/09/12	Meet the Press	CIVI	oa-yam	S	:30	1	\$1,300.003	0.00 NM	1	\$1,300.00
М	IEET THE	PRES	SS										
Mod	<u>Start Da</u> ek: 09/03/1	_	End Date 09/09/12	<u>Weekdays</u> S	Spots/Week	<u>Rate</u>	Rating						
				News 3 Today W		\$1,300.00 9a-930am	0.00	:30	1	\$125.004	0,00 NM	1	\$125.00
				News 3 Today		ou cooum	5	.50	,	ψ123,004	O,OO INIWI	1	φ120.00
N	EWS 3 TO					<u>.</u> .							•
Wee	<u>Start Da</u> ek: 09/03/1		End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$125.00	Rating 0.00						
				Chris Matthews 9		9:30a-10a	S	:30	1	\$135.004	0.00 NM	1	\$135.00
				Chris Matthews S			2	<b>-</b>	•	,	2.20 19191		Ų 100.00
С			WS SHOW	Mackdaya	Cnoto Allant	Deta	Dotina						
Wee	<u>Start Da</u> ek: 09/03/1.		End Date 09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$135.00	Rating 0.00						
				M-F Today Show	II 3rd HGM	9-10a	MTWTF	:30	5	\$200.002	0.00 NM	5	\$1,000.00
<b>-</b>	ODAY OU	יי יאור		M-F Today Show	· II								
1,	ODAY SHO Start Da		End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating				ı		
Wee	ek: 09/04/1		09/10/12	MTWTF	5	\$200.00	0.00						
E12 k	KSNV 09/	04/12	09/10/12	M-F Today Show	III 4th 13M	10am-11am	MTWTF	:30	5	\$200,002	0.00 NM	5	\$1,000.00
Tr	ODAY SHO	יו זאר	II.	Today 4th Hour									
, ,	Start Da		End Date	Weekdays	Spots/Week	Rate	Rating				•		
-	ek: 09/04/1	2	09/10/12	MTWTF-~	5	\$200.00	0.00						
E13 K	(SNV 09/	04/12	09/10/12		CM	11am-12pm	MTWTF	:30	5	\$200.002	0.00 NM	5	\$1,000.00

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Order / Rev:

105002

Advertiser:

Obama for America

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OBAMA FOR AMERICA

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09/04/12 - 09/10/12

Estimate:

1536

**KSNV** 

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
		_	Rachael Ray Rachael Ray									
RACHE	L RAY		reachach reay									
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/		09/10/12	MTWTF~~	5	*	0.00						
E14 KSNV	09/04/1	2 09/10/12		CM	12-1230pm	MTWTF~~	:30	5	\$175.003	0.00 NM	5	\$875.00
NEWS	3 AT NO	ON	Noon News									
<u>Sta</u>	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/10/12	MTWTF	5	\$175.00	0.00						
E 15 KSNV	09/04/1	2 09/10/12	The Agenda 1230	-	1230-1p	MTWTF	:30	5	\$100.004	0,00 NM	5	\$500.00
NEWS	4: THE A	GENDA	The Agenda 123	0pm								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/10/12	MTWTF	5	\$100.00	0.00						
E16 KSNV	09/04/1	2 09/10/12	Days of our Lives	CM	1258p-2pm	MTWTF	:30	5	\$200.003	0.00 NM	5	\$1,000.00
D41/0/	25 2115		Days of our Lives	3								
	OF OUR I		Mookdova	Cnoto #Monte	Dete	Datina						
Week: 09/		End Date 09/10/12	<u>Weekdays</u> MTWTF	Spots/Week 5	<u>Rate</u> \$200.00	Rating 0.00						
			The Doctors	CM	2pm-3pm	MTWTF	:30	5	\$85.004	0.00 NM	5	\$425.00
			The Doctors					-	400100 1	0.00 /1111	Ĭ	Ψ 1E0.00
	OCTORS											
<u>Sta</u> Week: 09/	rt Date	End Date 09/10/12	<u>Weekdays</u> MTWTF	Spots/Week	Rate	Rating						
E 18 KSNV				CM 5	\$85.00 3-4p	0.00 MTWTF	:30	5	#4E0 00 4	0.00 NM4	-	#7C0 00
L TO RONV	03/04/1	2 00/10/12	Dr Phil	CIVI	J-4μ	Per   Per	.30	5	\$150.004	0.00 NM	5	\$750.00
DR. PH	IIL											
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/		09/10/12	MTWT'F	5	\$150.00	0.00						
E 19 KSNV	09/04/1	2 09/10/12	NEWS 3 at 4 (1 l 4PM NEWS (1 he		4-5pm (4:00 PM-4:3	MTWTF	:30	5	\$225.003	0.00 NM	5	\$1,125.00
FIRST I	NEWS 3	AT FOUR	41 M MEMO (1 III	Juij	(4.00 17101-4.5	O FINI)						
Sta	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/10/12	MTWTF~~	5	\$225.00	0.00						
E 20 KSNV	09/04/1	2 09/10/12	NEWS 3 at 4 (1)		4-5pm	MTWTF	:30	5	\$300,003	0.00 NM	5	\$1,500.00
NEWS	4 AT 430	nP	4PM NEWS (1 he	our)	(4:30 PM-5:0	0 PM)						
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/10/12	MT-TF	5	\$300.00	0.00						
E 21 KSNV	09/04/1	2 09/10/12	M-F Early News	CM	5-630p	MTWTF	:30	5	\$375.003	0.00 NM	5	\$1,875.00
E A DU V	NEWO		M-F Early News									
	NEWS ort Date	End Date	Weekdays	Snote/Mook	Poto	Detina						
Week: 09/		09/10/12	MT-TF	Spots/Week 5	<u>Rate</u> \$375.00	Rating 0.00						
			Sa-Su Early News		5pm-630pm	S-	:30	1	\$150.004	0.00 NM	1	\$150.00
			Sa-Su Early New		. ,				*	,	,	4,00,00
	EARLY N				<b>-</b> .	<b>5</b> . (1						
<u>Sta</u> Week: 09/	rt Date	End Date 09/09/12	<u>Weekdays</u> S-	Spots/Week	<u>Rate</u> \$150.00	Rating 0.00				İ		
			News 3 Live in Pr	ime CM	7-10pm	S	:30	1	\$450.004	0.00 NM	1	\$450.00
	55.50,		News 3 in Prime	,,,,,	, lobili	5	.00	•	φ-30.00-4	0.00 14141	'	φ430.00
		OLLOWING	NFL)									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	M-F Jeopardy	1	\$450.00	0.00	.00		#70F 000	0.00 111	_	<b>A</b> O 475.55
LA4 NOINV	03/04/1	Z 03/10/12	M-F Jeopardy	СМ	630-7pm	MTF	:30	3	\$725.002	0.00 NM	3	\$2,175.00
JEOPA	RDY		Joopardy									
	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09/		09/10/12	MTF	3	\$725.00	0.00						
E 27 KSNV	09/08/1	2 09/08/12		CM	630-7pm	S-	:30	1	\$150.004	0.00 NM	1	\$150.00

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KSNV

Order / Rev:

105002

Advertiser:

Obama for America

Alt Order #: Flight Dates:

06837952

09/04/12 - 09/10/12

Product Desc:

OBAMA FOR AMERICA

Estimate:

1536

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len S	pots	Rate Pri	Rtg Type S	pots	Amount
			VVknd Jeopardy SAT/Jeopardy									
JEOPA	RDY		or throopshay									
	art Date	End Date	<u>Weekdays</u>	Spots/Week		<u>Rating</u>				1		
Week: 09		09/09/12	S-	1	\$150.00	0.00						
E 28 KSNV	09/08/	12 09/08/12	Wknd Wheel of F SAT/ Wheel of F		7-730pm	S-	:30	1	\$150.004	0.00 NM	1	\$150.00
WHEE	L OF FO	RTUNE	SAT/ Wheel of F	ortune								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09		09/09/12	S-	1	\$150.00	0.00						
E 29 KSNV	09/08/	2 09/08/12		CM	6:30-8pm	S-	:30	1	\$100.004	0.00 NM	1	\$100.00
TO THE	E DOINT	OR VEGAS	Vegas Inc.									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		÷
Week: 09		09/09/12	S-	1	\$100.00	0.00						
E30 KSNV	09/10/1	2 09/10/12	Mon PR 8-9p	СМ	8-9pm	M	:30	1	\$1,100.004	0.00 NM	1	\$1,100.00
			Monday Prime 8-	∙9pm					, ,			+ 1,100000
AGT		F1 D-4-	184 - 1-4	01-001	<b>-</b> .							
<u>عادة</u> Week: 09	art Date /10/12	End Date 09/16/12	<u>Weekdays</u> M	Spots/Week	<u>Rate</u> \$1,100.00	Rating 0.00						
19991-1999			NFL Football	CM	1P-9PM	W	:30	1	\$4,000.004	0.00 NM	1	£4.000.00
			NFL Football		11 01 14		.00	'	ψ <del>4</del> ,000,004	0.00 14101	'	\$4,000.00
NFL OF	PENING	GAME DALL	AS @ NY GIANT									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/09/12	W	1	\$4,000.00	0.00						
E 32 KSNV	09/08/1		Sat PR 9-10p Saturday Prime 9	CM 3-10pm	9-10pm	S-	:30	1	\$400.004	0.00 NM	1	\$400.00
CRIME	TIME EN		atarday i iiii le-s	7-10pin								
<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/09/12	S	1	\$400,00	0.00						
E33 KSNV	09/09/1	2 09/09/12	NFL Pre-Game /	FNA CM	1p-530pm	S	:30	1	\$600.004	0.00 NM	1	\$600.00
FOOTE	BALL NIG	HT IN AMER	NFL Pre-Game RICA									
	<u>irt Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09		09/09/12	S	1	\$600.00	0.00						
E34 KSNV	09/09/1	2 09/09/12	NFL Football	CM	1P-9PM	S	:30	1	\$4,000.004	0.00 NM	1	\$4,000.00
OLINI NE	T CD. DIT	- O DEN	NFL Football									
	। FB: P।। irt Date	@ DEN End Date	Modedaya	Cnoto Minale	Data	D-4						
<u>ي ج</u> Week: 09		09/09/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$4,000.00	Rating 0.00						
			LAW & ORDER (			/ SUNS	:30	1	\$350.004	0.00 NM	1	\$350.00
			Law & Order (syr					·	φοσσ.σσ-τ	0.00 14141	,	ψυυυ.υυ
		AFTER NFL										
	rt Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
Week: 09/		09/09/12	M-F News 3 at El	oven CM	\$350.00	0.00	.20		<b>\$400.000</b>	0.00.4184	-	40 000 00
L 30 1/3/1V	03/04/1	2 03/10/12	M-F News 3 at El		11pm-1135p	m MTWTF	:30	5	\$400.003	0.00 NM	5	\$2,000.00
NEWS	3 NIGHT	SIDE										
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>				i		
Week: 09/		09/10/12	MTWTF~~	5	\$400.00	0.00			•			
E 37 KSNV	09/08/1	2 09/08/12	Sa-Su News 3 at		11pm-1135p	mS-	:30	1	\$225.004	0.00 NM	1	\$225.00
NEWS	3 NIGHT	SIDE	Sa-Su News 3 at	⊏ie∧éiI								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/	/03/12	09/09/12	S-	1	\$225.00	0.00				ļ		
E 38 KSNV	09/09/1	2 09/09/12	Sa-Su News 3 at	ElevenCM	11pm-1135p	mS	:30	1	\$225.004	0.00 NM	1	\$225.00
NEWA	2 KHA 177	eine	Sa-Su News 3 at	Eleven								
	3 NIGHT ut Date	SIDE End Date	<u>Weekdays</u>	SnoteMinal	Data	Datina				Ì		
<u>ى عنو</u> /Week: 09		09/09/12	<u>vveekuays</u> S	Spots/Week 1	<u>Rate</u> \$225.00	Rating 0.00						
E 39 KSNV			<del></del>	СМ	1135p-1237a	<del></del>	:30	5	\$250.002	0,00 NM	5	\$1,250.00
											-	. ,

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 Order / Rev:
 105002
 Advertiser:
 Obama for America

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 OBAMA FOR AMERICA
 KSNV

Estimate:

1536

Flight Dates:

09/04/12 - 09/10/12

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type \$	Spots	Amount
	the tonight Show						-	
	Tonight Show							
TONIGHT SHOW W/ JA	Y LENO					_		
Start Date End D		<u>Rate</u>	Rating					
Week: 09/04/12 09/10/	2 MTWTF 5	\$250.00	0.00					
E40 KSNV 09/04/12 09/10	/12 Late Night w/Fallon CM	1237a-136am	MTWTF	:30 5	\$100.002	0.00 NM	5	\$500.00
	Late Night w/Fallon					1		
LATE NIGHT W/JIMMY	FALLON					1		
Start Date End D	<u>ite Weekdays Spots/Week</u>	<u>Rate</u>	Rating			- 1		
Week: 09/04/12 09/10/	2 MTWTF 5	\$100.00	0.00			1		
E 41 KSNV 09/08/12 09/08	12 Saturday Night Live CM	1130pm-1:02a	amS-	:30 1	\$400.004	0.00 NM	1	\$400.00
	Saturday Night Live	•						,
SATURDAY NIGHT LIV								
Start Date End D	te Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/03/12 09/09/	2S- 1	\$400.00	0.00					
N42 KSNV 09/05/12 09/06	12 Jeopardy in PRIME CM	M-SA 8-11p /	SUNWT	:30 2	\$725.002	0.00 NM	2	\$1,450,00
	Jeopardy in Prime	•			•		_	<b>4</b> · <b>1</b> · · · · · · · · · ·
JEOPARDY								
Start Date End D	<u>te Weekdays Spots/Week</u>	Rate	Rating					
Week: 09/04/12 09/10/	2WT 2	\$725.00	0.00					
						Totals	111	\$38,725.00